

12.00



OPENING KEYNOTE JO CAUDRON : FUCK THE SYSTEM, AND OTHER BAD IDEAS FOR THE FUTURE

12:30



"FROM BLUE LINKS TO HUMAN ANSWERS: HOW REDDIT IS POWERING THE NEXT ERA OF AI SEARCH"
ALEPH TEAM LEAD REDDIT ADVERTISING & LCS, AT/BE - PETER MITTERMAYER

12.55



"HOW AI SIMPLIFIES THE INVISIBLE WORK"
ROWENTA - CLAIRE GYSELINCK

13.20



"AI - AGENTS: THEY WORK HARD, SO YOU DON'T HAVE TO"
OPTIMIZEZY - GEORGE LAVRIC

13.45

NETWORKING BREAK

14.10



IAB MIXX AWARDS INNOVATORS PANEL: BEHIND THE WINNING IDEAS
WPP MEDIA, ICI PARIS XL BENELUX, ADSOMENOISE
HANNES VAN ROIE, JESSICA ÖZTÜRK – VAN ORSOUW, STEVEN VERBRUGGEN

14.35



"AI IN ACTION: REDEFINING HOW OPERATIONS SERVE CUSTOMERS"
KEYTRADE BANK - SALIM BENHOUSSA

15.00



"FROM FOMO CHAOS TO CONTROLLED AI IMPLEMENTATION"
CLICKTRUST - FABIAN VAN DE WIELE

15.25

NETWORKING BREAK

15.35



"BEYOND FEEDBACK: BUILDING WHAT NO ONE ASKED FOR"
LUZMO - HAROEN VERMYLEN

16.00



"DATA-DRIVEN CREATIVITY: A CASE STUDY IN CREDIBLE SUSTAINABILITY COMMUNICATION"
LIDL & BUBKA - ZOE DEJAGER & CARO PEETERS

16.25



MIXX AWARDS INNOVATORS PANEL 2: MEET THE GAME-CHANGERS
BAUER MEDIA, THE COCA-COLA COMPANY, L'ORÉAL, AKQA
**KATHARINA MENEGALDO, NAOMI OSORIO GALAN, GREGORY COSMAN,
JOACHIM FRANÇOIS**

16.55

CLOSING COCKTAIL

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